
FOOD/BEVERAGE AND ACCOMMODATION

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SEP - 6 1989



ALBERTA
TOURISM
EDUCATION
COUNCIL

Host/Hostess/Maitre d' CERTIFICATION STANDARDS

For further information please contact:

Alberta Tourism Education Council
1700 Standard Life Centre
10405 Jasper Avenue
Edmonton, Alberta
T5J 3N4

Telephone: (403) 422-0781

Fax: (403) 422-3430

Printed March, 1989.

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AMERICAN
HOTEL & LODGING
ASSOCIATION
COUNCIL
1100 15th St., N.W.
Washington, D.C. 20004-4242

For more information,
contact your local
association or
the National
Association of
Hotel & Lodging
Educators (NAHLE)
1100 15th St., N.W.
Washington, D.C. 20004-4242

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of its members and
the industry as a whole.
AHLA is the leading
voice of the hotel and
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AHLA is the only
organization that
represents the entire
hotel and lodging
industry, from the
small independent
hotel to the large
international chain.

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1700 Standard Life Centre
10405 Jasper Avenue
Edmonton, Alberta
T5J 3N4
(403) 422-0781
FAX (403) 422-3430

The council works in
cooperation with:
Alberta Chamber of Commerce
Alberta Culinary
Arts Foundation
Alberta Hotel
Association
Alberta Restaurant and
Foodservices
Association
Motel Association
of Alberta
Tourism Industry
Association of Alberta
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▼ Introduction

In Alberta, tourism is big business. Alberta's tourism/hospitality industry presently creates an estimated 100,000 full-time, part-time and seasonal jobs. By the year 2000, tourism has the potential to provide 220,000 jobs for Albertans.

This tremendous growth potential represents both an opportunity and a challenge.

The Alberta Tourism Education Council is responding to that challenge. We are working to put together a comprehensive network of education and training programs. We want to help those people who are currently working in tourism to expand their skills and move ahead in the industry. We also want to attract energetic and talented individuals to the many exciting and rewarding career opportunities in tourism.

One of the important initiatives we have undertaken is the development of individual certification standards for a wide range of tourism occupations. This province-wide system of certification is a major advance for Alberta's tourism/hospitality industry. It provides a special opportunity for us to work with our partners in education, government and industry, while certification itself provides individuals with the opportunity to demonstrate their skills, challenge an examination and receive an industry recognized certificate from the Alberta Tourism Education Council.

Certification will enable employees and employers to further their career development goals. Certification will also lead to an enhanced image of the career opportunities available within the tourism/hospitality industry.

If you would like more information on how you can benefit from these certification standards, please call or write:

Alberta Tourism Education Council
1700 Standard Life Centre
10405 Jasper Avenue
Edmonton, Alberta
T5J 3N4
Phone: (403) 422-0781
Fax: (403) 422-3430



INTERNATIONAL
LABOUR OFFICE
1000 AVENUE
DE LA PAIX
CHAMBERLAIN
GENÈVE 15
SUISSE

Introduction

The International Labour Office (ILO) is a specialized agency of the United Nations. It was created in 1919, and its mandate is to promote decent work and social justice for all. The ILO's work is based on three pillars: labour standards, tripartite dialogue, and technical cooperation.

The ILO's mission is to promote decent work and social justice for all. It does this by developing international labour standards, promoting tripartite dialogue between governments, employers, and workers, and providing technical cooperation to help countries improve their labour conditions. The ILO's work is based on three pillars: labour standards, tripartite dialogue, and technical cooperation.

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INTERNATIONAL LABOUR OFFICE
1000 AVENUE DE LA PAIX
CHAMBERLAIN
GENÈVE 15
SUISSE
Tél: +41 (0) 22 917 1111
Fax: +41 (0) 22 917 1112



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▼ Standards

▼ What Are They?

Standards are those points of reference from which measurements may be made. We often hear the question – “Does this person meet the industry standard?” Yet in many instances, we haven’t exactly defined what “industry standard” means to the different people who work in the four major sectors of the Tourism Industry. Clearly, many very different perceptions of “industry standards” exist.

The mandate of the Training and Certification Committee of the Alberta Tourism Education Council is to bring together industry representatives, educators, government, and all stakeholders to help define these industry standards. The challenge this task presents is immense but what it represents is an exciting step toward the pooling of resources by all levels of the Tourism Industry.

▼ Why Do We Want To Define Standards?

For too long, people working within the Tourism Industry have been labelled as unskilled workers. The stereotype is far from the truth.

The time has come to generate greater public awareness of the variety and complexity of tourism occupations. As a major step in developing this new awareness, the Accreditation Program of The Alberta Tourism Education Council will provide opportunities for those within the Industry to earn official credit for their educational and/or work experience.

By defining standards we help to increase awareness of the competencies required for each occupation involved and describe all the skills, knowledge-levels and attitudes required of professional members of the world’s fastest growing industry.

▼ Who will Benefit from Standards and How?

In the long run, everyone benefits from the defining, implementing and monitoring of performance in relation to predetermined industry standards. By maintaining or raising standards, local and visiting consumers benefit as well as those professionals who meet or exceed the standards. Some of the specific groups who can benefit from the development of standards are:

Employers/Owners

- ▼ Standards help to define areas where their employees must be proficient. This helps with recruiting, training and development of staff members.
- ▼ Used as a checklist, standards help to ensure that all areas of the business which are employee-driven are being satisfied.
- ▼ As a basis for developing programs which lead to certification, standards provide employers with a more highly-trained work force.

Occupational Professionals (those already working within Industry)

- ▼ Standards help to identify career paths.
- ▼ Occupational Professionals benefit through an enhanced public image.
- ▼ Standards provide the basis for challenge, self improvement and advancement.
- ▼ Standards supply a framework for certification. Credit is earned on the basis of experiential and educational credibility.

- ▼ With expectations more clearly defined, standards help to provide higher and more measurable levels of performance leading to an enhanced individual self-concept.

Students

- ▼ Are assisted in visualizing all career options in the Tourism Sector, leading to informed decisions regarding career paths in Tourism.
- ▼ The Tourism Industry is promoted as a viable and fulfilling career choice.

Educators

- ▼ Standards provide the basis for the curriculum and program development necessary for certification from the Alberta Tourism Education Council.
- ▼ Awareness of the complexity of occupations within the Tourism/Hospitality Industry is enhanced through establishing standards.
- ▼ Existing and future Occupational Professionals are provided with frameworks for enlightened and practical training programs.
- ▼ Educational expertise is channelled to the areas of industry where it is needed and applicable.

▼ Where Do We Go From Here?

The Alberta Tourism Education Council has a mandate to facilitate the development of Standards and Certification for all occupational areas of: i) Food/Beverage and Accommodation Sectors ii) Tour and Travel iii) Attractions iv) Ski Resorts.

The Standards presented in this booklet are for the occupational area of Host/ Hostess/ Maitre d'. Additional standards are being developed and validated on an ongoing basis by Industry for every occupation in the Food/Beverage and Accommodation area.

Soon, individuals from all sectors will be able to use the standards as a measure of performance in their chosen occupation.

▼ How Do You Read Or Understand The Information Contained In This Booklet?

It's actually very simple in that:

Major skills –

represent the general area where the occupational professional demonstrates competence.

Enabling Skills –

are the many individual competencies which make up the general area of competence.

Core Skills –

are transferable to the entire industry, and are not limited to one specific occupation.

Specific Skills –

apply specifically to a stated occupation.

Knowledge Tasks –

comprise what an individual has to know to perform their job.

Performance Tasks –

are processes that the Occupational Professional has to carry out.

Attitudinal Tasks –

represent a positive way of thinking and approaching the tasks at hand.



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Certification Standards Host/Hostess/Maitre d'

Major Skills	Enabling Skills	Level	Knowledge Tasks	Performance Tasks	Attitudinal Tasks
I. Knowledge of Food & Beverage Server Tasks					
	This information is contained in the Skill Profile Chart for Food/Beverage Server and the Food/Beverage Server – Certification Standards previously developed by the Alberta Tourism Education Council. Knowledge of these standards and their associated skills becomes the first requirement for certification as a Host/ Hostess/ Maitre d'.				
II. Recognize House Standards	1. Explain house standards	Core	<p>State the requirements for recognizing restaurant standards</p> <p>Describe the attitudes required to recognize restaurant standards</p> <p>Describe the procedures for recognizing restaurant standards</p>		
	2. Identify types of eating establishments	Core	<p>Describe fast-food outlets</p> <p>Describe coffee shops</p> <p>Describe cafeterias</p> <p>Describe family dining</p> <p>Describe casual dining</p> <p>Describe informal dining</p> <p>Describe formal dining</p>		
	3. Model a positive attitude	Core	Recognize the role of positive reinforcement in your work		Build on team effectiveness



Major Skills	Enabling Skills	Level	Knowledge Tasks	Performance Tasks	Attitudinal Tasks
					Build your situational adaptability Learn to accept blame
	4. Note general presentation of restaurant	Specific		Note physical locale Note interior furnishings Note seating arrangements Check for presence of linen Check colour schemes	
	5. Determine customer expectations	Core		Note speed of service needs Note style of service needed Note amount of service expectation Note quality of service expectation	
	6. Establish standards of appearance as a model for staff	Core		Maintain standards of appearance	
III. Increase Service Knowledge	1. Requirements for increased service knowledge	Core	Nature of increased service knowledge: Describe the knowledge needed to increase service Describe procedures needed to increase service Identify the requirements for increasing service		
	2. Identify major types of food service	Core	Describe American cafe style Describe French table service Describe Russian platter service Describe buffet/banquet style		



Major Skills	Enabling Skills	Level	Knowledge Tasks	Performance Tasks	Attitudinal Tasks
	3. Identify and understand the types of wine service	Core	Describe red wine service Describe white wine service Describe sparkling wine service		
	4. Describe the order of food service	Core	Describe soup service Describe appetizer service Describe salad service Describe entremets service Describe entree service Describe cheese service Describe dessert service		
	5. Understand procedures for serving food	Core		Serve soup Serve appetizer Serve salad Serve entremets Serve entree Serve cheese Serve dessert Serve red wine Serve white wine Serve sparkling wine	
	6. List minimum of 25 cocktails	Core	List and describe contents of the 25 cocktails		
IV. Increase Product Knowledge	1. Requirements for increased product knowledge	Core	Nature of increased product knowledge: Describe the knowledge required		Describe the attitudes required



Major Skills	Enabling Skills	Level	Knowledge Tasks	Performance Tasks	Attitudinal Tasks
			Describe the procedures required		
	2. List the major elements of basic nutrition	Core	<p>Describe the basic food groups</p> <p>Describe proper cooking/handling of major meats</p> <p>Describe differing eating styles</p> <p>Identify the elements of basic nutrition</p>		
	3. Describe basic cooking terms	Core	<p>Describe sauté</p> <p>Describe deep-fry</p> <p>Describe poach</p> <p>Describe braise</p> <p>Describe charbroil</p> <p>Describe broil</p> <p>Describe bake</p> <p>Describe oven roast</p> <p>Describe gratinate</p> <p>Describe grill</p>		
	4. Demonstrate basic knowledge of wines and liquors	Core	<p>List the major wine-producing countries</p> <p>List the classification and types of wines</p> <p>Describe the sweetness of wine on menu</p> <p>Describe beer and list the types</p> <p>Describe the major types of liquor</p> <p>Describe the most popular liqueurs</p>		



Major Skills	Enabling Skills	Level	Knowledge Tasks	Performance Tasks	Attitudinal Tasks
	5. Study the restaurant menu	Core		Familiarize self with menu terminology Apply knowledge of ingredients to potential customer needs Note any special eating techniques Apply knowledge of best preceding/succeeding dishes Apply knowledge to accompanying wines/beverages	
	6. Review menu with Chef	Core		Discuss daily specials with Chef & staff Clarify menu word usage with Chef Clarify cooking procedures with Chef Clarify ingredients with Chef Note proper presentation of dishes with the Chef	
V. Apply Monitoring Skills	1. Identify the basic elements to monitor	Core	Describe physical attributes Describe lighting attributes Describe temperature attributes Describe music attributes		
	2. Familiarize yourself with the surrounding	Core		Note design/layout of door area Familiarize self with floor plan Explore each section Note design/layout of washrooms Note design/layout of bar area Note design/layout of kitchen and equipment Familiarize self with fire exit pathways and doors	



Major Skills	Enabling Skills	Level	Knowledge Tasks	Performance Tasks	Attitudinal Tasks
	3. Note appearance and operation	Core		Check front/back door areas Check front desk Check washrooms Check general cleanliness Check spot tidiness Check lighting and music Check physical elements of ambience Check floor maintenance Check kitchen service area	
	4. Check table settings	Core		Check table/chairs sturdiness Check for debris under table Check table centerpiece Check salt/pepper, ashtrays Check position/condition of linen Check position of plates/glassware Check position/cleanliness of cutlery Check general symmetry of settings Check chairs Check table	
	5. Observe service staff performance	Core			Check if service staff are in correct section Check service staff posture at station Monitor service staff greeting Observe service staff yielding to customer Monitor food and beverage service



Major Skills	Enabling Skills	Level	Knowledge Tasks	Performance Tasks	Attitudinal Tasks
					Maintain support of courteous positive attitude
	6. Observe customer characteristics	Core		<p>Note customer dress and attitude</p> <p>Observe party size and characteristics</p> <p>Observe possible physical limitations</p> <p>Assess smoking/non-smoking needs</p>	
VI. Implement operational supervision	1. Increase your awareness of special events	Core		<p>Assess local events in community</p> <p>Study list of conventions</p>	
	2. Perform opening duties	Core		<p>Check reservation book and daily log</p> <p>Assign sections to service staff</p> <p>Assign tables and side duties</p> <p>Ensure all staff present and prepared</p> <p>Inform service staff of in-house activities</p> <p>Prepare till</p> <p>Prepare menus</p> <p>Post specials and menu changes</p> <p>Follow up side duties service readiness</p> <p>Check physical appearance of premises</p> <p>Unlock doors</p>	
	3. Take reservations	Core	Awareness of restaurant, banquets, hotel, (daily functions)		<p>Answer phone politely</p> <p>Take reservation</p>



Major Skills	Enabling Skills	Level	Knowledge Tasks	Performance Tasks	Attitudinal Tasks
					<p>Repeat back entire reservation</p> <p>End conversation politely</p>
	4. Seat customers	Core		<p>Greet customer</p> <p>Ask for reservation if not volunteered</p> <p>Check name off reservation book</p> <p>Assume the role of preparedness</p> <p>Check customers coats</p> <p>Lead customers to table</p> <p>Offer chairs for ladies</p> <p>Present menus</p> <p>Identify and assign waiter</p>	<p>Use welcoming techniques</p> <p>Positive service oriented attitude</p> <p>Depart table with appropriate positive comments</p>
	5. Practice general floor management	Core	<p>Develop "mental map" of floor</p> <p>Develop table arrangement strategy for large groups</p>	<p>Distribute customers evenly to section</p> <p>Continually check on waiter workload</p> <p>Circulate floor and monitor movement of customers</p> <p>Check garbage for waste</p> <p>Check kitchen for food pick-up promptness</p> <p>Check with customers for satisfaction with food quality and service</p>	<p>Use positive, "I'm here to help" attitude</p>
	6. Perform closing duties	Core		<p>Check if side duties complete</p> <p>Check waiter cash envelopes</p> <p>Match waiter envelopes to daily sales</p> <p>Balance cash float</p> <p>Deposit all cash</p>	



Major Skills	Enabling Skills	Level	Knowledge Tasks	Performance Tasks	Attitudinal Tasks
				File daily report Check coffee machines, hot plates Check kitchen apparatus Check washrooms Switch off lights Set alarm Lock door	
VII. Supervise Staff and Maintain Floor Effectiveness	1. Use a sense of humour	Specific		Analyze the relationship Use humour to improve communication Judge individual's response and adjust	Develop your sense of humour
	2. Develop rapport	Specific		Observe individual's characteristics Connect at their level of communication	Show care for individual Show respect for individual Judge affinity with individual
	3. Identify types of staff problems	Specific	Describe service style responsibilities Describe punctuality problems Describe grooming/hygiene problems Describe language in dining room problems Describe staff smoking problems Describe kitchen service rapport problems Describe problems of general preparedness	Discuss problems with manager or supervisor	
	4. Delegate/follow-up	Specific		Determine task requiring attention	Maintain politeness throughout



Major Skills	Enabling Skills	Level	Knowledge Tasks	Performance Tasks	Attitudinal Tasks
	staff responsibilities			Choose appropriate individual for responsibility Check if task completed Respond to completeness of task	
	5. Identify areas of possible waste	Core	Describe linen waste Describe paper-product waste Describe table-food-accompaniment waste Describe small plateware/cutlery waste Describe care of glassware		
	6. Monitor for possible waste	Specific		Remind staff of waste control Check linen for damage Spot check garbage in dishwashing area Spot check garbage in bar and lounge areas Monitor and follow through on suspicion of staff theft	
	7. Maintain energy conservation	Specific		Turn lights off when not in use Adjust temperature levels Adjust lighting levels Keep doors/windows, closed/open Maintain constant comfort levels Check for running water; leaking faucets	



Major Skills	Enabling Skills	Level	Knowledge Tasks	Performance Tasks	Attitudinal Tasks
VIII. Improve Customer Relations	1. Explain the requirements for improving customer relations	Core	Describe the knowledge required Describe the procedures required Identify the requirements		Describe the attitudes required
	2. Bridge communication style to customer	Specific		Use general communication skills with customers	Use a sense of humour with customer Develop rapport with customer
	3. Strengthen regular customer relations	Specific	Memorize names of regular customers Note seating preferences of regular customers Note food/beverage preferences of regular customers	Identify regular customers to staff Follow-through on past conversations with regular customers	
	4. Satisfy customer product complaints	Specific		Follow-through on report of dissatisfaction Suggest replace/improve food or drink Return product to source Consider adjusting	Apologize to customer
IX. Explain Increasing Role of Maitre d'	1. Role of Maitre d' in supervision	Core	Explain goal of supervision Explain life-role value of the Maitre d' Explain the procedures needed to maximize supervision		
	2. Explain increased customer enjoyment as a goal of supervision	Core	Describe return customer Describe customer comment Describe customer satisfaction		







Major Skills	Enabling Skills	Level	Knowledge Tasks	Performance Tasks	Attitudinal Tasks
	3. Explain the procedures needed to maximize supervision	Core	Describe operational supervision Describe supervision of staff Describe cost-effectiveness Describe product knowledge Describe service knowledge Describe customer relations		
	4. Explain the techniques needed to maximize supervision	Core	Describe maximizing a positive attitude Describe applying communication skills Describe applying monitoring skills Describe exceptional grooming		
	5. Manage staff problems	Specific		Praise staff for acknowledged skills Inform staff of infraction Get staff commitment to change Maintain occurrence of change If unsuccessful, consider disciplinary action Inform management of events	
	6. Build Teamwork	Specific		Assist management in improving hiring practices Orient staff to restaurant layout Orient staff to team hierarchy Monitor sharing of utensils and equipment Act as liaison between staff	Build rapport between kitchen and service staff



Major Skills	Enabling Skills	Level	Knowledge Tasks	Performance Tasks	Attitudinal Tasks
X. Implement Operational Supervision (Maitre d')	1. Explain the requirements for implementing operational supervision	Core	<p>Describe food and beverage cost skills</p> <p>Describe the attitudes of implementing operational supervision</p> <p>Describe the knowledge of implementing operational supervision</p> <p>Describe the procedures for implementing operational supervision</p> <p>Identify the requirements for implementing operational supervision</p>		
	2. Schedule staff	Specific		<p>Check reservation book for large parties</p> <p>Check additional sources of other events</p> <p>Schedule according to past trends</p> <p>Check for statutory holidays</p>	
	3. Check and order supply stock	Core		<p>Enter supply area</p> <p>Check possible absence of new items not listed</p> <p>Record supplies on count sheet</p> <p>Double-check figures</p> <p>Secure supply area</p> <p>Balance needs versus supplies</p> <p>Notify management of shortages</p> <p>Follow management instructions re ordering</p> <p>Check and order supply stock</p>	



Major Skills	Enabling Skills	Level	Knowledge Tasks	Performance Tasks	Attitudinal Tasks
	4. Do monthly inventory			<p>Opening inventory plus purchases minus closing inventory divided by sales equals cost percentage</p> <p>Assess percentage against restaurant policy</p> <p>Inform management of results</p>	
XI. Maintain Job Satisfaction as a Maitre d'	1. Develop a "host" attitude	Specific		<p>Insure all people are prepared for business</p> <p>Prepare and build confidence in seating strategies</p>	<p>Implement "welcome to my home" attitude</p> <p>Show pride in product/ establishment</p>
	2. Attain high personal standards	Specific	Recognize hospitality service/supervision as a career		<p>See self as valuable member of a professional team</p> <p>Recognize importance of enjoying your work</p>
	3. Promote high establishment standards	Core  Specific	Familiarize yourself with establishment philosophy and needs 	 Assume establishment style matches your needs	Adopt establishment standards/philosophy 
	4. Educate establishment clientele	Specific	Develop strategies for explaining good value for money Recognize dining trends and pursue them	Stress positive aspects of dining Encourage customer appreciation of fine dining	
	5. Educate self	Specific			Keep up-to-date with industry trends and seasonal trends Improve supervisory services Keep up to date with industry service and products



Major Skills	Enabling Skills	Level	Knowledge Tasks	Performance Tasks	Attitudinal Tasks
					<p>Maintain solid professional network</p> <p>Attain awareness of career options in the industry</p>



FOOD/BEVERAGE AND ACCOMMODATION



**A L B E R T A
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E D U C A T I O N
C O U N C I L**

Host/Hostess/Maitre D' SKILL PROFILE CHART

Skill Profile Chart

Host/Hostess/Maitre D'

I Knowledge and Performance of Food/Beverage Server Skills

1 Explain House Policy and Regulations

2 Maintain Sanitation and Safety Procedures

3 Prepare for Service

4 Apply Selling and Ordering Techniques

5 Serve Food

6 Serve Alcohol

7 Demonstrate Cashier Skills

II Recognize House Standards

1 Explain House Standards

2 Identify Types of Eating Establishments

3 Model a Positive Attitude

4 Note General Presentation of Restaurant

5 Determine Customer Expectations

6 Establish Standards of Appearance as a Model for Staff

III Increase Service Knowledge

1 Explain the Requirements for Increased Service Knowledge

2 Identify Major Types of Food Service

3 Identify and Understand the Types of Wine Service

4 Describe the Order of Food Service

5 Understand Procedures for Serving Food

6 List Minimum of 25 Most Popular Cocktails

IV Increase Product Knowledge

1 Explain the Requirements of Increased Product Knowledge

2 List the Major Elements of Basic Nutrition

3 Describe Basic Cooking Terms

4 Demonstrate Basic Knowledge of Wines and Liquors

5 Study the Restaurant Menu

6 Review Menu with Chef

V Apply Monitoring Skills

1 Identify the Basic Elements to Monitor

2 Familiarize Yourself with the Surroundings

3 Note Appearance and Operation

4 Check Table Settings

5 Observe Service Staff Performance

6 Observe Customer Characteristics

VI Implement Operational Supervision

1 Increase Your Awareness of Special Events

2 Perform Opening Duties

3 Take Reservations

4 Seat Customers

5 Practice General Floor Management

6 Perform Closing Duties

VII Supervise Staff and Maintain Floor Effectiveness

- 1 Use a Sense of Humour
- 2 Develop Rapport
- 3 Identify Types of Staff Problems
- 4 Delegate/Follow-up Staff Responsibilities
- 5 Identify Areas of Possible Waste
- 6 Monitor for Possible Waste
- 7 Maintain Energy Conservation Practices

VIII Improve Customer Relations

- 1 Explain the Requirements for Improving Customer Relations
- 2 Bridge Communication Style to Customer
- 3 Strengthen Regular Customer Relations
- 4 Satisfy Customer Product Complaints

IX Explain Increasing Role of Maitre D'

- 1 Role of Maitre D' in Supervision
- 2 Explain Increased Customer Enjoyment as a Goal of Supervision
- 3 Explain the Procedures Needed to Maximize Supervision
- 4 Explain the Techniques Needed to Maximize Supervision
- 5 Manage Staff Problems
- 6 Build Teamwork

X Implement Operational Supervision (Maitre D')

- 1 Explain the Requirements for Implementing Operational Supervision
- 2 Schedule Staff
- 3 Check and Order Supply Stock
- 4 Do Monthly Inventory

XI Maintain Job Satisfaction as a Maitre D'

- 1 Develop a "Host" Attitude
- 2 Attain High Personal Standards
- 3 Promote High Establishment Standards
- 4 Educate Establishment Clientele
- 5 Educate Self

Developed by:



Alberta Tourism Education Council
1700 Standard Life Centre, 10405 Jasper Avenue
Edmonton, Alberta T5J 3N4
Telephone: (403) 422-0781 Fax: (403) 422-3430

Short Profile Chart Husky/Husky's Master 8

Printed April, 1989

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